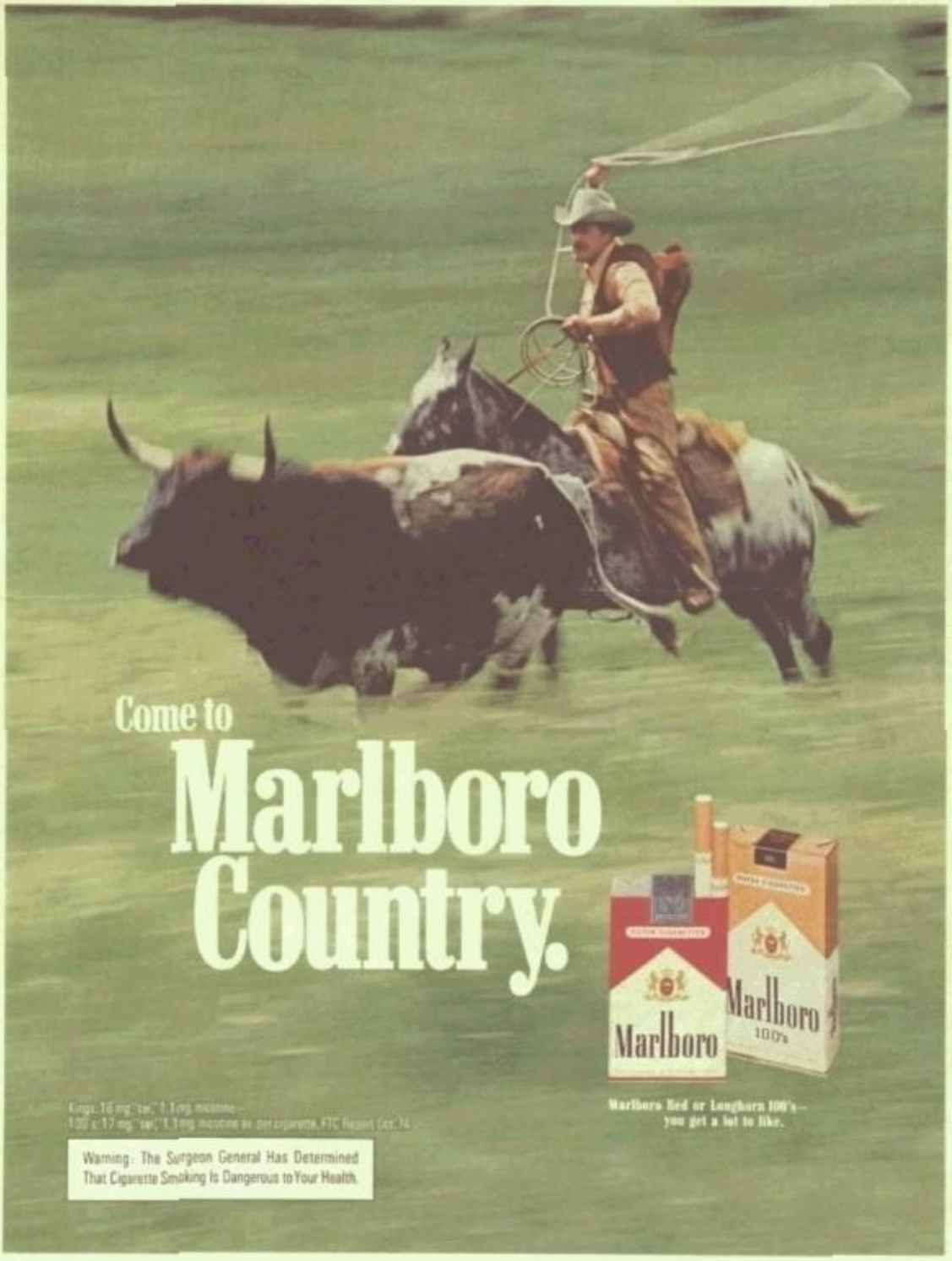
LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 3403—Plate 1—Long Horn Roper—JB—Req. No. 99713—Page—4 color—Bleed—8¼ x 11¼ in.—National Magazines, 1975 (A)
Printed in U.S.A.


Come to
Marlboro
Country.
Marlboro
Marlboro
100's
Kings: 16 mg "tar," 1.1 mg nicotine—
100's: 17 mg "tar," 1.3 mg nicotine av. per cigarette, FTC Report Oct. '74.
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.
Marlboro Red or Longhorn 100's—
you get a lot to like.

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